Amendments to the Claims:

This listing of claims will replace all prior versions of claims in the present application:

Listing of Claims:

1.   (Currently Amended) A method for processing coupons by a self checkout system, wherein the self checkout system comprises at least one self checkout station coupled to a server, the method comprising:

receiving a coupon from a customer, wherein the coupon is a paper coupon that is fed into a coupon reader of the at least one self checkout stations;

attempting to validate the coupon against at least one item scanned by the customer after the couple reader receives the coupon from the customer;

allowing the customer to choose whether to store the ~~unvalidated~~ invalidated coupon;

if the customer chooses to store the ~~unvalidated~~ invalidated coupon, converting the paper coupon into an electronic coupon;

collecting tracking information related to the coupon and storing the tracking information in a coupon tracking file at the server;

transmitting the electronic coupon from the one self checkout station to the server;

destroying the paper coupon after the paper coupon has been converted into an electronic coupon; and

storing the electronic coupon into one of two coupon pools at the server if the coupon fails to validate against the at least one item, wherein one coupon pool is a global

pool having coupons stored in the global pool which are accessible by all customers, wherein the other coupon pool is a personal pool that is associated with the customer such that coupons stored in the personal pool are accessible only by the customer, wherein the tracking information comprises the coupon pool in which the coupon is stored, wherein the stored electronic coupon can be utilized at a subsequent sales transaction, wherein the global pool allows the second customer to search the global pool for a coupon that validates against an item scanned by the second customer during the subsequent sales transaction, wherein the global pool allows a second customer in the subsequent sales transaction to utilize the coupon, wherein a value of the coupon is deducted from a price of the item if the coupon and the item are validated, and wherein the personal pool allows the customer to access the global pool, select at least one coupon in the global pool, and transfer the selected coupon to a personal account at the server, wherein the global pool, personal pool, and coupon tracking file are each stored in a separate location at the server;

allowing the customer to search one or more of the global pool and the personal pool for coupons that can be applied to any scanned items by the customer.

2-6.   (Canceled)

8.   (Currently Amended) The method of claim 1 further comprising:

receiving, by the item manufacturer, the tracking information in the coupon tracking file by an item manufacturer;

accessing, by the item manufacturer, the global pool at the server ~~by the item manufacturer~~;

selecting, by the item manufacturer, at least one coupon in the global pool;

analyzing, by the item manufacturer, the tracking information for the selected coupon;

modifying, by the item manufacturer, the selected coupon by modifying a price of the item based on the analysis and by modifying an expiration date of the selected coupon; and

implementing, by the item manufacturer, the modified price immediately via an electronic shelf label associated with the item.

9-25.   (Canceled)